

Goal: ECONOMIC VITALITY

Desired Community Condition(s)

The economy is diverse and broad-based.

Program Strategy:OFFICE OF ECONOMIC DEVELOPMENT

39510

Partnerships with Business and Community (Office of Economic Development)

Department: CHIEF ADMINISTRATIVE OFFICER

Service Activities

Partnerships - Business/Community

Strategy Purpose and Description

The purpose: encourage a more diversified and vital economy by providing a stable, predictable, and supportive business environment through partnering with existing business and community organizations to provide support, information, and linkages to city services. Focus on "economic base" employers.

This is achieved by working with public and private sector entities, including Sandia National Laboratories, the University of New Mexico, TV-I, the federal legislative staff, State of New Mexico Economic Development Department, the Greater Albuquerque Chamber of Commerce, Economic Forum, Albuquerque Economic Development, Rio Rancho Economic Development,Albuquerque Hispano Chamber, Next Generation Economy, and large and small individual business interests, as well as city administration and city council and its staff, to form a "seamless web"of economic development opportunity.

The customers: Citizens, staff of private and public sector organizations, elected officials

Changes and Key Initiatives

The Albuquerque economy continued to experience negative impacts from the national recession and the events of Sept. 11th. Concern about the potential changes at Sandia National Laboratories resulted in continued DOE funding of the "Next Generation Economy," a partnership with local industry, institutional and civic organizations. Next Generation has developed strategies to support the industry clusters that are current and future drivers of the regional economy. The community came together to update the Economic Vitality Action Plan.

Prioritize and implement the action items from the community Economic Development Strategic Plan.

Communicate the importance of economic development to the community.

Continue to support Economic Cluster initiatives for recruitment, expansion/retention, and business formation.

Priority Objectives

Fiscal Year Priority Objectives

2005 OBJECTIVE 5. Implement the action items from the to-be-approved Economic Vitality Action Plan and provide a status report to the Mayor and City Council by the end of FY/05.
OBJECTIVE 10. Identify a location for the MAST Charter School by the end of the second quarter, FY/05.
OBJECTIVE 12. Track and analyze job growth and wage rates associated with companies receiving City economic development incentives and report annually to the Mayor and City Council during the second quarter of each fiscal year. Include this data in the City's Performance Plan.
OBJECTIVE 13. Establish the Albuquerque Film Commission by the end of the third quarter, FY/05 and include measures of film activities in the FY/06 Performance Plan retroactive to FY/04.
OBJECTIVE 14. Establish a small business incubator, as part of the overall strategy to support local companies, by the end of the third quarter, FY/05.
OBJECTIVE 15. Report to the City Council by end of FY/05 on alternatives for City action to address the issue of franchise retail organizations that construct buildings and then abandon the site within fewer than five years after City approval.

Input Measure (\$000's)

2001	110	110 GENERAL FUND	338
2002	110	110 GENERAL FUND	338
2003	110	110 GENERAL FUND	290
2004	110	110 GENERAL FUND	783
2005	110	110 GENERAL FUND	837

Strategy Outcome	Measure	Year	Project	Mid Year	Actual	Notes
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Growth in jobs, wages and benefits and gross receipts and lodger's tax because of an increase in high tech, higher paying, and diversified industries	<i>With expansion of the high tech, artisan manufacturing, and lodging clusters, gross receipts tax, lodgers tax and the number of jobs in manufacturing should increase.</i>	2001	
		2002	TBD
		2003	TBD
		2004	TBD
		2005	TBD

<i>Strategy Outcome</i>	<i>Measure</i>	<i>Year</i>	<i>Project</i>	<i>Mid Year</i>	<i>Actual</i>	<i>Notes</i>
Growth in gross receipts and lodger's tax, because of new and revitalized business cluster growth.	<i>Growth rate of gross receipts tax</i>	2001			5.3%	
		2002	3.9%		0.7%	
Growth in gross receipts and lodger's tax, because of new and revitalized business cluster growth.		2003	1.5%		2.5%	
		2004	3.8%		9.1%	
		2005	3.8%			

<i>Strategy Outcome</i>	<i>Measure</i>	<i>Year</i>	<i>Project</i>	<i>Mid Year</i>	<i>Actual</i>	<i>Notes</i>
Growth in gross receipts and lodger's tax, because of new and revitalized business cluster growth.	<i>Growth rate of Lodgers' Tax</i>	2001			-2%	
		2002	2%		-2.0%	
		2003	0%			
		2004	0.5%		4.5%	
		2005	0.5%			

Goal: ECONOMIC VITALITY

Parent Program Strategy: OFFICE OF ECONOMIC DEVELOPMENT

Department: CHIEF ADMINISTRATIVE OFFICER

Service Activity: Partnerships - Business/Community

3961000

Service Activity Purpose and Description

The City continues to be a strong partner in a variety of activities that support the recruitment, expansion/retention, and formation of economic base companies.

The Next Generation Economy Initiative was funded initially by the Department of Energy and will increase Central New Mexico's capacity to compete in the new global economy. An analysis of economic drivers has identified existing industry clusters that can be strengthened. These include optics/photonics, electronics/aviation manufacturing, micro systems, biomedical/ biotech, information technology/software, artisan manufacturing, and tourism. The project formed a 501-c-3 non-profit organization to act as an umbrella organization for regional collaborations on cluster development. The Board of Directors includes partners from SNL, UNM, AFRL, industry cluster representatives, and regional economic development organizations.

Changes and Key Initiatives

Develop web site for OED that lists programs; publish a Business Resource Guide on-line.

Explore feasibility of establishing Albuquerque as an air cargo transit hub.

Develop "certified sites" program.

Continue cooperative partnership for the development of key employment centers, such as North I-25, Sandia Science and Technology Park and Double Eagle II, and potential areas in the South Valley and Mesa del Sol. Support the efforts to retain and expand the missions at Kirtland Air Force Base, including the potential for a technology park in conjunction with the Air Force Research Laboratory.

Partner with NextGen and other community organizations to identify and strengthen industry clusters and the local economy. Develop benchmarks and measures of economic vitality.

Continue to expand the activities promoting the local film industry.

Input Measure (\$000's)

2002	110	110 GENERAL FUND	338
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Strategic Accomplishments

FY/02: Successful development of cluster specific actions such as workforce development initiatives. Development of a Microsystems Institute, partnerships established between major R&D institutions for collaborations on technology commercialization, with an emphasis on stimulating local jobs and prosperity. Educational institutions involved in cluster identification for curriculum development.

FY/03: Reviewed and updated the community's Economic Vitality Action Plan.

Initiated establishment of expanded Albuquerque Film Office with expanded marketing capabilities.

Partnered with Sandia National Labs, KAFB, local, state and federal entities and private sector to provide infrastructure for Sandia Science and Tech Park.

Partnered with other regional entities, state and federal, to provide infrastructure for development of Double Eagle II as an employment center.

Continued to partner and support Next Generation and industry clusters, including establishment of a microsystems foundry, establishment of entrepreneurial/leadership training, and collaborating on information/media campaign.

<i>Output Measures</i>	<i>Year</i>	<i>Projected</i>	<i>Mid-Year</i>	<i>Actual</i>	<i>Notes</i>
Industry cluster developments	2001				5% growth in cluster related businesses 1 new partnering opportunity developed for each cluster

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